Claims:

1. A hydration system for a driver of a vehicle comprising:

a collapsible bladder for holding a liquid;

at least one gel pack for keeping said liquid cool;

an insulated bag for holding said bladder and said gel pack, said insulated bag having a tetrafluoroethylene polymer interior lining;

tubing having two ends with one end coupled to said collapsible bladder;

a valve connected to the other end of said tubing; and

a pump coupled to said tubing to move liquid between said bladder and said valve,

wherein said bag is mounted onto said vehicle, and

wherein said liquid flows out of said collapsible bladder through said tubing to said valve when the driver activates said pump.

2. The system of Claim 1 wherein said collapsible bladder has first and second openings and tubing is coupled to both openings,

whereby when said driver activates said pump, said liquid flows out of said first opening in said bladder, through one piece of said tubing to said valve and unused fluid flows from said valve through a second piece of tubing to said second opening in said bladder and back into said bladder.

3. The system of Claim 2 further comprising a Y-connector connected to said one piece of tubing and said second piece of tubing and to a third piece of tubing connecting said Y-connector and said valve.

- 4. The system of Claim 1 wherein said tubing is inserted through a hole in the driver's helmet and said valve is located within the helmet and in close proximity to the driver's mouth.
- 5. The system of Claim 4 wherein said tubing inserted through the hole in the driver's helmet is dental tubing.
- 6. The system of Claim 1 wherein said tubing is inserted through the visor area of the driver's helmet and said valve is located within the helmet and in close proximity to the driver's mouth.
- 7. The system of Claim 1 wherein said tubing is inserted under the driver's helmet and said valve is located within the helmet and in close proximity to the driver's mouth.
- 8. The system of Claim 1 further including a rocker switch for turning said pump on and off.
- 9. The system of Claim 8 wherein said rocker switch has a light that is on when said pump is switched on.
 - 10. The system of Claim 1 wherein said valve is a bite valve.

- 11. The system of Claim 1 wherein said bag is mounted to a roll bar in the vehicle.
- 12. The system of Claim 11 wherein straps are attached to said bag and connect around said roll bar to hold said bag on said roll bar.
- 13. The system of Claim 1 wherein said bag includes a flap to close said bag and keep said bladder securely in said bag.
- 14. The system of Claim 13 wherein said flap is held closed by a fastening apparatus elected from the group consisting of hook and loop material, straps and zippers.
 - 15. The system of Claim 1 wherein said liquid is an isotonic sports drink.
- 16. The system of Claim 1 wherein said bag has an outside layer of Kevlar fiber and aluminized Mylar with insulation between the interior lining and outside layers.
- 17. The system of Claim 1 further including at least one quick disconnector on said tubing, and a dip tube in said collapsible bladder, said dip tube being coupled to said tubing.
 - 18. A hydration system for a driver of a vehicle comprising:
 a reservoir for holding a liquid;
 tubing having two ends with one end coupled to said reservoir;
 a valve connected to the other end of said tubing;

a pump coupled to said tubing to move liquid between said reservoir and said valve, and

a rocker switch and battery pack coupled to said pump,

wherein said reservoir is mounted within said vehicle, and

wherein said liquid flows out of said reservoir through said tubing to said valve when the driver activates said pump by pushing said rocker switch to activate said battery pack which powers said pump.

- 19. The system of Claim 18 further comprising at least one cooling item for keeping said liquid cool.
- 20. The system of Claim 18 wherein said reservoir has first and second openings and tubing is coupled to both openings,

whereby when said driver activates said pump, said liquid flows out of said first opening in said reservoir, through one piece of said tubing to said valve and unused fluid flows from said valve through a second piece of tubing to said second opening in said reservoir and back into said reservoir.

- 21. The system of Claim 20 further comprising a Y-connector connected to said one piece of tubing and said second piece of tubing and to a third piece of tubing connecting said Y-connector and said valve.
 - The system of Claim 18 wherein said valve is a bite valve.

- 23. The system of Claim 18 wherein said reservoir is located within an insulated bag which can be mounted to a roll bar in the vehicle.
 - 24. The system of Claim 18 wherein said liquid is an isotonic sports drink.
- 25. The system of Claim 18, further including a bag for holding said reservoir, wherein said bag has an inside layer and an outside layer of Kevlar fiber and aluminized Mylar with insulation between the inside and outside layers.
- 26. The system of Claim 18, further including a bag for holding said reservoir, wherein said bag has an outside layer of Kevlar fiber and aluminized Mylar and an inside layer of a tetrafluoroethylene polymer with insulation between the inside and outside layers.
- 27. The system of Claim 18 further including at least one quick disconnector on said tubing.
- 28. The system of Claim 18 further including a dip tube in said collapsible bladder, said dip tube being coupled to said tubing.
 - 29. A hydration system for a driver of a vehicle comprising:
- a collapsible bladder for holding a liquid, said collapsible bladder having first and second openings;

a cooling medium for keeping said liquid cool;

an insulated bag for holding said bladder and said cooling medium;

first tubing having two ends with one end coupled to first opening in said collapsible bladder;

a pump coupled to the other end of said first tubing;

second tubing having two ends with one end coupled to said pump;

a Y-connector coupled to the other end of said second tubing;

third tubing having two ends with one end coupled to said Y-connector;

to move liquid between said bladder and said valve,

a mouthpiece coupled to the other end of said third tubing; and

fourth tubing having two ends with one end coupled to said Y-connector and the other end coupled to said second opening of said collapsible bladder,

wherein said bag is mounted in said vehicle, and

wherein said liquid flows out of said first opening of said collapsible bladder through said first tubing, through said pump, through said second tubing, through said Y-connector, through said third and fourth tubing and to said mouthpiece and said second opening of said collapsible bladder when the driver activates said pump, making cool liquid available to said driver at said mouthpiece.

- 30. The system of Claim 29 further including a rocker switch for turning said pump on and off.
 - 31. The system of Claim 30 wherein said rocker switch has a light that is on when

said pump is switched on.

- 32. The system of Claim 31 wherein said third tubing is inserted through a hole in the driver's helmet and said mouthpiece is located within the helmet and in close proximity to the driver's mouth.
- 33. The system of Claim 32 wherein said third tubing inserted through the hole in the driver's helmet includes dental tubing.
 - 34. The system of Claim 29 wherein said mouthpiece is a bite valve.
- 35. The system of Claim 29 wherein straps are attached to said bag and connect around a roll bar in said vehicle to hold said bag on said roll bar.
 - 36. The system of Claim 29 wherein said liquid is an isotonic sports drink.
- 37. The system of Claim 29 wherein said bag has a tetrafluoroethylene polymer interior lining and an outside layer of Kevlar fiber and aluminized Mylar with insulation between the interior lining and outside layer.
- 38. The system of Claim 29 further including a dip tube in said collapsible bladder, said dip tube being coupled to an exit valve in said first opening of said collapsible bladder.